



METRO SALEKIT

As a global media, Metro International, have strengths that no other player – on a local, regional and global level – can compete with. The challenge is to continue to innovate the advertising market and marketing solutions across our offer towards advertisers and readers and unify the Metro brand communication.

Metro has a database of case studies from 1995, covering 24 markets. The case studies present client solutions and insight of our target audience.

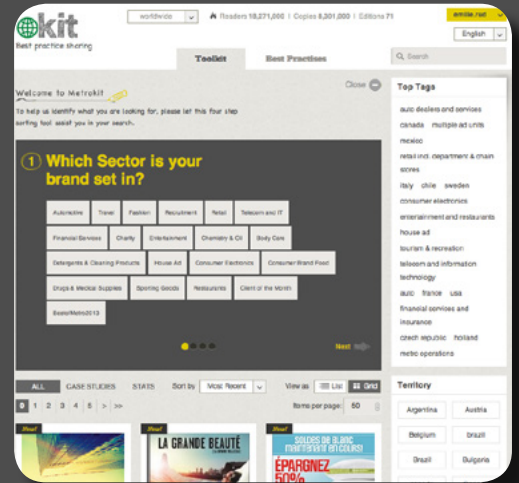
The Challenge

- Low resources
- No time
- Different ways of presenting our product
- Engage local operations to use the platform
- Always present clients new and inventive cases

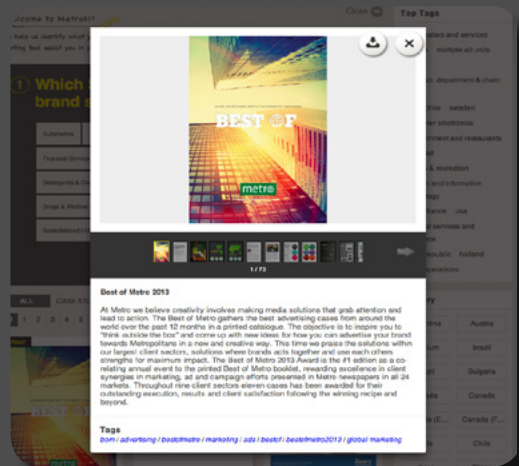
The Solution

Metro Salekit - A centralized platform aggregating client cases, print ads, case studies and Metropolitan statistics, with a user-friendly interface and news features that inspire sales, simplifies best practice sharing and communication. The platform collects tools, templates and resources in one place. A platform with the overall goal to synergize the sales and marketing actions.

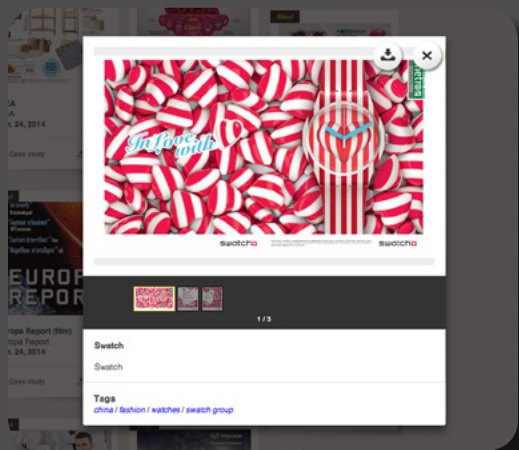
www.metro-salekit.com



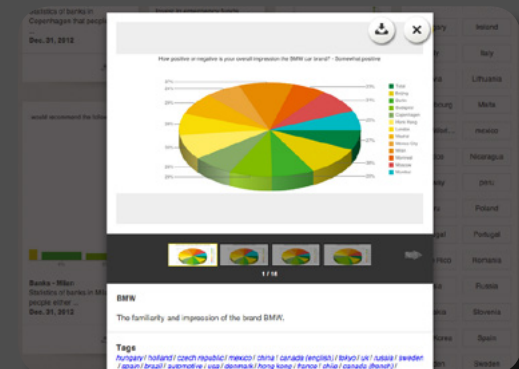
The platform



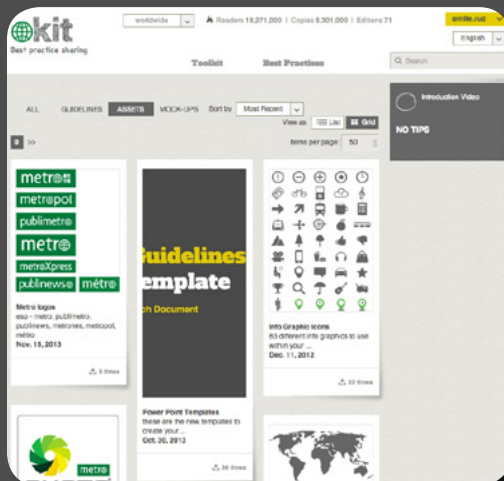
Presentations, reports and external casestudies



Client cases



Metropolitan Statistics



Best practises - templates, guidelines, info graphics, mock-ups